



The Fourth Annual

Utah Tourism Advertising & Marketing Contest

The Utah Office of Tourism and the Utah Tourism Industry Coalition announce the Fourth Annual Utah Tourism Advertising & Marketing Contest.

This contest will celebrate Utah's best in tourism advertising/marketing/promotion, with winners announced at the Utah Tourism Conference on Friday, May 15, at the Davis Conference Center in Layton, Utah. Each entry is \$25. Money collected goes to the 2009 Utah Tourism Conference. Organizations may submit a total of five entries.

The contest is open to Arts/Cultural Organizations/Businesses, Destination Marketing Organizations (CVBs, County Travel Councils, Travel Regions, etc.), Hotels/Motels/Bed & Breakfast Inns, Ranches/Lodges, Restaurants, Shopping/Specialty Stores, Ski Areas/Mountain Resorts, Sports/Recreation/Guides & Outfitters, and Transportation Services.

ENTRY PROCEDURES

A separate sample must be provided for each entry.

Please label the back of each sample with company name, budget, and category.

A completed entry form must be included with every entry, please do not attach it to the sample.

All entries must have appeared or been used between Jan. 1, 2008 to the present.

There is a limit of five entries per organization. Entries may be in any category.

All entries for an individual organization can be packed into one shipping/mailling carton.

Entries must arrive no later than April 17, 2009.

MAIL ENTRIES TO:

Rebecca Katz
Utah Office of Tourism
Council Hall
300 N. State Street
Salt Lake City UT 84114
Tel: (801) 538-1479
Fax (801) 538-1399

DEADLINE
April 17, 2009

ENTRY INFORMATION

COMPANY NAME: _____

CONTACT: _____

TELEPHONE: _____

E-MAIL: _____

Check your categories:

____ CVB / County Travel Council / Gov. Agency / Non-Profit / Organization ____ Private Sector

Annual Budget of ____ Less than \$250,000 ____ More than \$250,000

ENTRY CATEGORY

(Please check one)

- ____ Brochure
- ____ Billboard
- ____ Promotional CD/DVD
- ____ Direct Mail
- ____ E-mail Promotion
- ____ Logo (*Logo size must be at least 3" in diameter*)
- ____ Media Kit
- ____ Newsletter
- ____ Print Ad, including magazine and newspaper
- ____ Specialty Item/Other (*Clothing, pens, mugs, posters, etc.*)
- ____ TV Ad (*Submit labeled DVD*)
- ____ Tradeshow Booth (*Submit picture*)
- ____ Visitor Guide (*May contain advertising*)
- ____ Website- *Include address here* _____
- ____ Radio/PSA Ad (*Submit labeled CD*)

____ Total Number of entries per submitting organization/company

____ Total amount to be invoiced

One form per entry, each entry will be invoiced by UTIC for \$25.

** Billboards, direct mail, e-mail promotions, logos, newsletters, booth pictures, print ads and website samples must be mounted on appropriately sized mat or poster board.*

Once your entries have been submitted, you will receive an invoice from UTIC. Payment may be made by credit card or company check.